
Draft Communication Plan for California's Quality Rating and Improvement System

**CAEL QIS Family Involvement and Stakeholder
Engagement and Advocacy Subcommittee**

Celia Ayala, Chair

November 3, 2010

Engagement Subcommittee Communication – Work plan

The CAEL QIS Communication Plan
to speak to Four Broad Audiences.

- ☐☐ Families
 - in existing programs and seeking services
- ☐☐ Early Childhood professionals/providers
- ☐☐ State, county and local agencies/stakeholders
- ☐☐ General public - Media

BRANDING CAEL QIS

- **Establishing a Comprehensive Communications Plan is Key**
- Use multiple strategies to raise awareness and influence public opinion and educate various audiences about the importance of QUALITY early childhood education.
- Manage the definition, understanding and acceptance of quality as it pertains to early childhood education.
- Support providers, community agencies and network organizations with leveraging the CAEL QIS message and in turn, educate families.
- Use thoughtful strategies for branding/marketing and all public relations efforts.

Develop Key Messages

- Develop key messages for each audience that will guide PR and marketing efforts;
- Prepare a tiered message document, to guide positioning and PR; and
- Write language around who you are, why you exist and what you want to accomplish, all in the context of key messaging.

Develop Core Media Marketing Materials

- **Draft Fact Sheets.**
- **Draft Biographies.**
- **Draft FAQ.**
- **Develop a visual look: logo, tagline and graphics and other illustrations that support your messaging and existence.**
- **Develop marketing templates for each audience that can be used to develop information such as flyers, posters, brochures and press releases.**
- **Gather testimonials to help tell the story.**
- **Develop video presentations, public announcements, advertisements.**
- **Develop social networking posts.**
- **Create a compelling website for online community building.**
- **Have your information available in hard and electronic copies.**

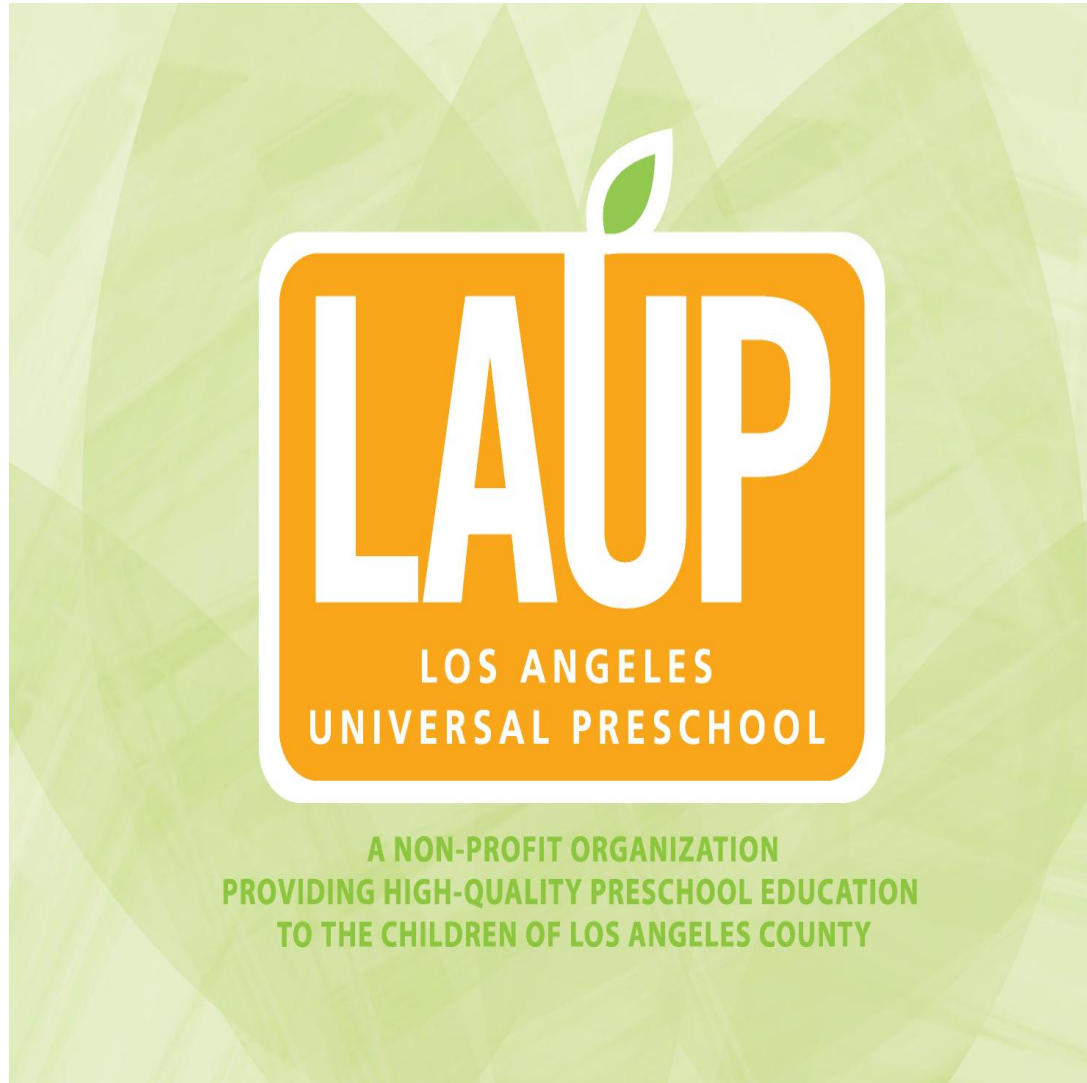
Develop Core Media Relations Plan

- Develop a targeted press list.
- Be proactive with news through news-worthy press releases.
- Be a thought-leader and develop bylined articles to place in printed outlets.
- Take an active role in local conferences, parent events, etc.
- Draft success stories.

CAEL QIS Communication Plan - Timeline

- During pilot phase, be cautious in the roll-out so the communication will be limited to the target areas and consider capacity
- The pilot group should not focus on size but on LOCATION – urban, rural, each region participates
- For QRIS implementation, start with outreach and communication for providers/programs to build capacity. Then market to families, stakeholders, partners.

Examples of an Outreach Plan



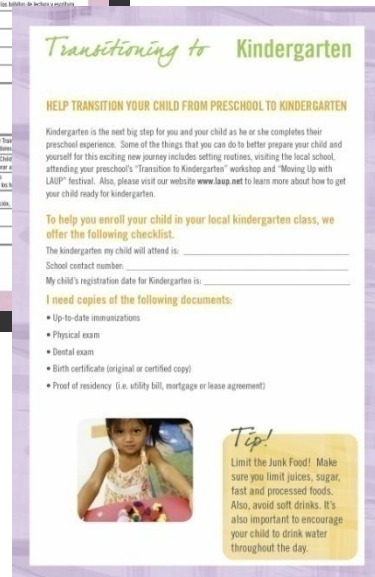
BRANDING CAEL QIS TEMPLATES: AUDIENCE 1: PARENTS



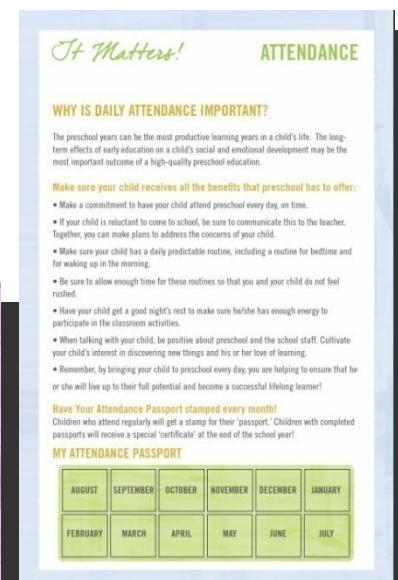
Tri-lingual



Calendar



Tips and tools



Attendance Passport

BRANDING CAEL QIS TEMPLATES: AUDIENCE 2: Programs and Providers



Lawn Sign

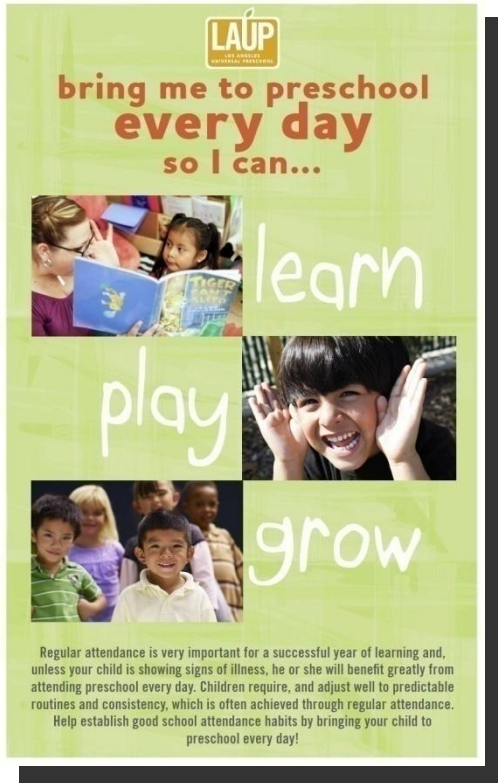


Car Magnet

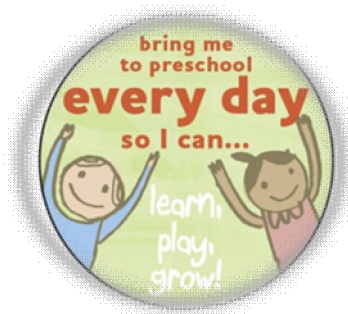


Bumper Sticker

BRANDING CAEL QIS TEMPLATES: AUDIENCE 2 : Programs and Providers



Poster



Sticker



Certificate

BRANDING CAEL QIS TEMPLATES: AUDIENCE 3 : General Public and Stakeholders



BRANDING CAEL QIS TEMPLATES: AUDIENCE 3 : General Public and Stakeholders



BRANDING CAEL QIS TEMPLATES: AUDIENCE 3 : General Public and Stakeholders



BRANDING CAEL QIS TEMPLATES: AUDIENCE 3 : General Public and Stakeholders

In order to reach some segments of the general public and stakeholders, CAEL QIS will need to establish relevant content for use on social media.

LAUP has used BLOGS and fanpages on facebook as cornerstones of it's social media plan.



BRANDING CAEL QIS: HOW LAUP CONNECTS TO ALL AUDIENCES



BRANDING CAEL QIS: HOW LAUP CONNECTS TO ALL AUDIENCES



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Print Ads

BRANDING CAEL QIS: Measurement, Measurement, Measurement

- **Number of media stories secured in 2009: 280**
- **Print, TV, web and radio Impressions: 75,846,873**
- **Total audience reach of media: 91,145,041**
- **PR Value: \$2,884,488**
- **Average monthly visits to laup.net: 8,000**
- **Email open rate: 20%**
- **Click through rate from opened emails: 24%**
- **Facebook fans: 944**

CAEL QIS Communication Plan

Questions and Discussion

